

## Search Ads 360 (SA360) Solutions

### OPPORTUNITY

Search Ads 360 (SA360) is a key component of the Google Marketing Platform and a powerful and efficient tool in consolidating and managing all Search campaigns.

SA360 allows for the consolidation of multiple Search platforms into one, thereby creating a holistic view of Search performance. Users can run campaigns, use bid strategies and advanced attribution models informed by floodlight tags, analyze and bid across Google Ads, Bing, Yahoo, Baidu and more all within one singular platform.

#### Respond in Real-Time

- Give your search campaigns an edge with auction time bidding, flood light powered value base bidding, maximum data freshness of up to 4 hours and improve the performance of your search campaigns with Smart Bidding.

#### Build Connected Campaigns

- Know what's working and what's not by connecting your search campaigns with your other digital channels. Use your Analytics data to power your search campaigns and bid strategies use a single set of Floodlight tags to measure deduplicated conversions with Search Ads 360.

#### Make Better Business Decisions

- Get the insights you need to understand the customer journey and make more informed decisions with robust reporting features, attribution tools, and third-party solutions. Bring your data together with seamless integrations, including the ability to upload offline conversions and cross-channel reporting.

---

### PROOF OF SUCCESS

**iProspect**

**147% Revenue Growth**

Thon Hotels and iProspect used Smart Bidding in Search Ads 360 to drive revenue and maximize return on ad spend.

**nmpi Dune**

**+44% ROAS**

NMPi and Dune London used data-driven attribution and Search Ads 360's labels to boost its campaign revenue.

---

### DESIGNED TO WORK TOGETHER

SA360 supports a wide variety of conversion sources (Floodlight, GA goals, Offline, Google Ads or Adobe Analytics) used towards reporting, bidding, and also combined with other conversion actions for optimization efforts.

 Analytics 360

 Data Studio

Google BigQuery  
Google Merchant Centre  
Third-party integrations  
Full engine support  
Social measurement

 Display & Video 360

 Tag Manager 360

